EXPRESS MAIL NO. EV301024580US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Michal MORCINIEC, et al.) RE: Preliminary Amendment

Serial No.: Not yet assigned

Filed: Concurrently herewith

For: "MAKING PURCHASE DECISIONS"

Date: October 31, 2003

CLAIM TO PRIORITY UNDER 35 U.S.C. 119

MAIL STOP PATENT APPLICATION Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

[X] Applicants hereby make a right of priority claim under 35 U.S.C. 119 for the benefit of the filling date(s) of the following corresponding foreign application(s):

COUNTRY

FILING DATE

SERIAL NUMBER

EUROPEAN PATENT OFFICE
(EPO)

31 October 2002
0225422.5

- [] A certified copy of each of the above-noted patent applications was filed with the Parent Application No.
- [] To support applicants' claim, a certified copy of the aboveidentified foreign patent application is enclosed herewith.
- [X] The priority document will be forwarded to the Patent Office when required or prior to issuance.

Respectfully submitted,

Richard P. Berg Attorney for Applicant Reg. No. 28,145

LADAS & PARRY 5670 Wilshire Boulevard Suite 2100 Los Angeles, CA 90036 Telephone: (323) 934-2300

Telefax: (323) 934-0202